



USE YOUR PHONE DAY OR NIGHT

If you live in El Paso and can not call in person use your phone and your orders will be given the same care and attention as if you had been there personally.

WHATEVER YOU WANT You'll Find It Here

Notice to Advertisers on This Page

Change of copy must be in The Herald Business Office not later than Wednesday, 6 p. m., of each week.



Let Uncle Sam
Bring It To You

ART SHOP

HENRY E. BEACH,
Importer and Jobber.
Mexican, Chinese, Japanese,
Madrada Laces and Silk Embroid-
eries, Laces, Drawnwork, Indian
Goods. Souvenir Goods.
104 Pioneer Plaza, City National
Bank Bldg.
Illustrated Catalogs.

AUTO Repairing

WE DO NOT FIX AUTOMOBILES—
WE REPAIR THEM
AND
GUARANTEE THE JOB
THOMAS MOTOR CO.
Cor. W. Overland and Santa Fe Sts.
Phone 2257

A HOME

IS A GOOD INVESTMENT. WHEN
YOU BUY, GET A GUARANTEED
TITLE.
STEWART TITLE GUARANTEE
COMPANY
CAPITAL \$200,000.

A SAYING

GEO. W. CAMERON
Assayer and Chemist
Representative for Shippers to the
El Paso Smelter
206 San Francisco St.
P. O. Box 456.

AUTOMOBILE

"THE OVERLAND"
The Car you'll like at the price
you want to pay.
EL PASO OVERLAND AUTOMOBILE CO.

AUTOS For Hire

7 Passenger Cars
\$2.00 Per Hour
AUTO LIVERY CO.
421 Texas St. Phone 506-510

AUTO ACCESSORIES

AUTOMOBILE SUPPLIES
ENDURANCE and PORTAGE TIRES
VEEDOL OILS and GREASES
Western Motor Supply
Mfg. Co.
215 San Francisco St.

Automobile

MANICURING PARLOR
Let Us Wash and Polish
Your Car Right
THOMAS MOTOR CO.
112 W. Overland St.
Phone 92

AUTOS USED

We carry the largest stock of Used
Cars in the Southwest—
And we always have bargains—
CASH OR EASY TERMS
LEPPEL
505 San Francisco St. Phone 1009

AUTO Batteries

WILLARD
STORAGE BATTERY
NEXT TIME TRY US.
Western Battery & Magneto Co.
214 E. Boulevard.

AUSTIN Terrace

The Only Parked Residence District
in El Paso—The Home Place
Beautiful.
W. H. Austin
Jas. L. Marr & Co. Agts.

BAGGAGE

You Move When You Call 3500.
Our padded van will move your fur-
niture quickly and safely. Not only
that, the van is dust proof and sani-
tary. One trip will move all the fur-
niture in any ordinary size house.
Autos, Buggies, Taxis.
City Service Co.
A Metropolitan Service.

BARBER SHOP

SHAVE15c
HAIR CUT35c
Toilets Shaving Parlors
No. 1 108 N. Stanton
No. 2 210 N. Oregon
No. 3 105 Texas
No. 4 201 Myrtle Bldg.
Same Old Prices Same Good Service

BELGIAN BAKERY

Bakers of
American Beauty
BREAD
has moved to
408 East San Antonio Street
Phone 210.

BORDER

NATIONAL BANK
Capital\$200,000
Surplus25,000
4% on Savings
Corner Texas and Stanton

BRICK

Don't Pass Up
Pass-Tex Brick
The Best Brick Manufactured in
El Paso.
EL PASO BRICK CO.

BUSINESS

COLLEGE
NIGHT SCHOOL
International Business College
Coles Bldg. Phone 147

BUTTER

RIO GRANDE VALLEY BUTTER
Is made in El Paso
1 Lb. Cartons or 1-4 Lb. Cubes
Give it preference when ordering
Butter
Made Fresh Daily From
Pasteurized Cream.
Rio Grande Valley Creamery Co.

CABINET MAKERS

AND CARPENTERS
F. X. WIMBER & COMPANY
Store Fronts—Counters—Shelving—
Saloons, Bars and Pool Room Fix-
tures—Ice Boxes—Show Cases and
Screens. Ample Storage Room at
lowest rates. Estimates Furnished
Free. We carry Second-Hand Ta-
bles, Pictures, Counters Show
Cases and Bars.
410 E. Overland St. Phone 3782.

CAMP

Furniture
And Supplies
We carry the largest stock in
the Southwest
El Paso Tent & Awning Company
H. J. COLLINS, Mgr.
129 San Francisco St.

CARBETS

"CLEANED
CLEAN"
Compressed Air Beats
Them All.
DESANG & WELLBORN
Phone 3999

CHINA

See our Special 40-piece
Sets for \$5.00. Several Decora-
tions to select from.
The China Palace Co.
112 San Antonio St.

HERE is the representative list of reliable concerns that make, sell and repair practically everything needed by the average man or woman. This list is arranged in Alphabetical Order for our Readers' convenience. You can find at a glance the names of the reliable concerns that can fill your wants by merely looking for the first letter of the article you want to buy or have repaired. The advertisers on this page are known to the management of The "El Paso Herald" as being strictly reliable and you can shop with them either in person, by phone or mail with perfect assurance that you will be given a square deal. Should you through some error have the slightest trouble with a firm on this page which they will not quickly adjust, the El Paso Herald will appreciate hearing about it, as it is our intention to quickly throw out the advertising of any firm on this page that does not give our Readers everything promised them.

If you are interested in any article not listed on this page, write the El Paso Herald, Directory Editor, and full information will be given you free of charge.

Watch this page every Saturday.

\$520 Cash for Herald Readers \$10 In Prizes Given Away Each Week

First Prize, \$5 Cash

Second Prize, \$2 Cash

Three Prizes of \$1 Each

READ

READ

In the 76 Ads. published below are certain misspelled words, find these words. At the top of a sheet of paper write the number of misspelled words found, then write each word correctly and the firm name of advertiser in which word misspelled appears. Write your name and street address. Do not write on both sides of paper. Address your answer to the DIRECTORY EDITOR, care The Herald. Answers may either be mailed or brought to The Herald office by 6 p. m. next Wednesday. Winners will be divided by the nearest correct, or the nearest nearest correct answer. In case of a tie prizes will be divided. Next Saturday winners will be announced and the awards mailed.

DIRECTORY PRIZE WINNERS FOR LAST WEEK WERE: First prize \$5, to J. A. Montgomery, Turpentine, Tex.; second prize \$2, to Mrs. J. F. Pierson, 806 Ange St., El Paso, Tex.; three prizes of \$1 each to Mrs. Frank Williams, Vine St., Tyler, Tex.; Mrs. Tom Niland, 149 Brown St., El Paso, Tex.; Miss Elsinor Shelton, 1145 Nevada St., El Paso, Tex.

COALE

FULL WEIGHT COAL
OSBORN FUEL CO.
Phone 3309

COFFEE

CERTAINLY—!!
FOR OUR FAMOUS COFFEE
410 South El Paso Street.

COOL DRINKS

For Hot Days.
Candies and Sigs.
Oriental Tea Room
202 North Oregon.
Phone 2785

DAIRY

Phone 402
For the Best.
American Dairy

DANCING

Ryan's School of Dancing
COTILLION HALL
TEXAS AND STANTON STS.
PHONE 2610.

DIAMONDS & JEWELRY

The Jewel Shop
Send Us Your Repair Work
Herald Bldg.

DISTILLED WATER

QUICKLY DELIVERES
EL PASO DISTILLED
WATER CO.
Phones 489

DRUG STORE

With the open front we are ready to
serve you with the best obtainable
in Drug Store Merchandise.
Prescriptions a Specialty
Court House Drug Store
PHONE 1412.
410 San Antonio

DRY CLEANING

Wright
CLEANER
Clothes Cleaned, Pressed Wright
342—PHONES—2119

ELECTRICAL

NEW DESIGNS IN ELECTRIC
FIXTURES.
Be modern; acquaint yourself with
the way Electrical.
Larrabee Electric Co.
405 Texas Street. Phone 2623

EXCLUSIVE

CORSET SHOP
La. Corset Lingerie Front—Blazer—
Madame from—H. & C.—Najatic and
Successor Corsets from \$1.00 to \$15.00
Brassieres, Maternity Goods, Elastic
Girdles, etc.
CORSET SHOP
204 Texas St.
Special Attention to Mail Orders

Fine Hand Work

on ladies' fine shoes too delicate
for machine work; done by
Chas. Rokahr
219 Texas St.

FISH

City Fish and Oyster Co.
Phone 6900
NEW CITY MARKET

FLOUR

Ask your grocer for
GLOBE MILLS
Put up in Saxolen Sani-
tary Sacks.

FORD

REPAIRING THAT
SATISFIES
Thomas Motor Co.
112 W. Overland St.
Phone 92.

FURNITURE

All kinds of Refrigerators ex-
changed for all kinds of Stoves.
WESTERN
FURNITURE CO.
Phone 1482

FURNITURE

REPAIRING
R. L. DANIEL FURNITURE AND
MATTRESS FACTORY
Office and Store, 218 Texas
Factory, 1984-1985 Texas St.

GARAGE

"EL PASO'S BEST"
Thomas Motor Co.
112 W. Overland St.
PHONE 92

GROCERIES

Everything Fresh—Prices Right
Quick Deliveries
Try Us
PIEDRAS GROCERY CO.
Piedras and Tularosa Sts.
A. MALONEY, Prop.
Phones 6345-6346.

Hardware

Satisfaction
KRACK JACK
SINCE 1886
Phone 1040
Krakauer, Zork & Moyer S. L.

HAY, Grain

And Feed
Walter S. Clayton
OCHOA and FIRST STS.
PHONE 284.

H. WELSH CO.

We are now prepared to do all
kinds of
GAS PIPING
and furnish all kinds of
GAS APPLIANCES
Sheet Metal Manufacturers and
Jobbers.
NIAGARA FURNACES
2400 Block, Texas St. Phone 606.

ICE!

We can't sell all the ice—so we sell
only the good kind. Buy a coupon
Book and save money.
Rio Grande Ice & Fuel Co.
Telephone 2250

INSURANCE

Multiple Protection Policies
PACIFIC MUTUEL
LIFE INSURANCE CO.
H. W. SCHROEDER District Agent
405 Mills Bldg.

KODAK Finishing

Wholesale finishing for dealers,
with special discounts on request.
Best laboratory in El Paso—one
of best in the Southwest.
Fine work—Best of service.
Special attention to mail orders.
Address your correspondence to
J. F. GANDARA
Trotter Club Basement, El Paso, Tex.

LAUNDRY

Elite Laundry Co.
Home of SPICK and SPAN
Telephone 2177

No Difference What Condition Your Battery Is In

Batry Vim
WILL MAKE IT LIKE NEW
and give you a guarantee of one year.
BATRY VIM will save you at least 50
percent and make your battery "a
battery that needs no service station."
WE ARE THE BATTERY DOCTORS.
Agency for the Disc Starting and Light-
ing for Ford Cars. Batteries Recharged.
Texas Battery & Ignition Co.
219 Texas St.

LUMBER

FIGURE WITH US
Rheinheimer Lumber Co.
Piedras, Alameda and Myrtle
Phone 406.

LUNCH

THE WHITE STAR
LUNCH
At 210 Mesa is now open.
No Waiting No Tipping
Popular Prices. Try It.

MAGAZINE

DEPOT
The largest line of Magazines in
El Paso—if we haven't the publi-
cations you want, we will get it.
Woldert's News Stand
206 Mesa Avenue.

MATTRESSES

Wholesale and Retail
WE RENOVATE OLD
MATTRESSES AND MAKE
THEM LIKE NEW
CLARKE MATTRESS
AND RUG CO.
2001 E. Olive Phone 417

MEAT Market

Only Home Killed
MEATS
SHANKS
CARPENTER
at the
NEW CITY MARKET

NURCERY

Beautiful hanging baskets, 75c to
\$2.50 each.
Perch boxes, \$2.50 to \$5.00 each.
Also a large assortment
of small plants.
EL PASO NURSERY CO.
2200 Hix, Alameda Ave. Ph. 2230

5c

FOR THE BIG
ICE CREAM SODA
THE LARGEST
FOUNTAIN IN THE
CITY
PACIFIC OCEAN
CONFECTIONERY
406 N. Oregon.

OPTICIAN

You can find the misspelled words
easier if you wear a pair of "Segall"
fitted glasses.
Need Glasses?
Ask Segall
EL PASO OPTICAL CO.
108 Texas, between Mesa and
Oregon Sts.

PAINT AND

WALL PAPER
We Carry Complete Stocks
Worthington Paint and
Wall Paper Co.
414 N. Oregon. Phone 98

Photographes

OF MERIT
Are the kind we make.
Buy a home and decorate it with
pictures and frames made at
ALEXANDER'S
STUDIO
100 So. El Paso St.

PAINOS

Player and Electric Pianos and
Talking Machines Sold on Easy
Monthly Payments.
JENKINS PIANO CO.
The Big Piano House.
217-219 Texas. Phone 2008.

PLUMBING

Why of Course the Leading
PLUMBER
IS
McCHESNEY
412 E. Boulevard Phone 2292

PLUMING

SUPPLIES
Chas. Roberts Mfg. Co.
SUCCESS TO
Roberts & Brown Co.
Tel. 1588 El Paso, Tex.

SEADS

AND POULTRY SUPPLIES
Manufacturers of PERFECTION
Brand Poultry Foods
W. D. Wise Seed Co.
Retail Store, 106 N. Stanton

SHOES

For Men, Women and Children
"Walk a block or two"
"Save a dollar or two"
ZELMAN'S
Sample Shoe Store
SHOES OF QUALITY AT A PRICE
105 So. Stanton.

SILK SHOP

Visit El Paso's only exclusive
Piece Goods Shop
We carry a complete line of Silks,
Helding Thread, Butterick Patterns,
etc. Also covered buttons of all
kinds.
205 N. Stanton St.

SHOE REPAIR

WE DON'T CORBLE
WE REPAIR SHOES WHILE
YOU WAIT.
HALF SOLES AND HEELS IN
FIFTEEN MINUTES
SHOR HOSPITAL
305 Mesa Phone 281
Overdraft Hotel Block

STORAGE

The Only Fire-Proof Storage
in El Paso.
Western Transfer &
Storage Co.
PHONE 950. 220 N. STANTON

Summer Needs

Buy a Refrigerator Now
We Can Supply Your Every
Need in Summer House Fur-
nishings.
LEON BARRI CO.
(United Furniture Factory)

Who's Your Tailor?

All the newest Fall and Winter
Styles and Woolens now on display.
Call early and make your selection.
Suit or Overcoat \$20.00 to \$50.00
RICHARD V. PEARSON
110 Texas Street

TANKS

CULVERTS
SILOS.
Let Us Quote You Prices.
Hills, Sutton & White
Mfg. Co.

THE "MILLER

MADE" Company
206 E. MISSOURI
MAKERS OF
"Miller Made" Dresses
"Miller Made" House Dresses
"Miller Made" Bangalow Aprons
We will carry out any desire that
you may care to send us.
Satisfaction Guaranteed

TRUNKS

TRAVELLING BAGS, SUIT-
CASES AND SMALL LEATHER
GOODS
Made, Repaired and Exchanged.
El Paso Trunk Factory
NEXT TO CRAWFORD THEATRE

Typewriters

SOLD, RENTED, REPAIRING.
OFFICE SUPPLIES
RUBBER STAMPS
Typewriter & Office Supply Co.
Agents for
ROYAL and CORONA Typewriters.
Phone 532.
216 Mills St. El Paso, Tex.

VULCANIZING

Phone 859 for
OUR SERVICE CAR
Free Road Service
VULCANIZING
THE KIND THAT PLEASES
AMERICAN AUTO SUPPLY CO.
212 Texas St.

WELDING

The Way It Should Be Done.
We are again soliciting the patron-
age of the Southwest. We did all
the work for the Pershing Expedi-
tion into Mexico.
BROWN WELDING COMPANY
406 Texas Street
(Formerly 212 San Francisco St.)

"YOU'LL PULL

FOR US IF WE
HAUL FOR
YOU"
Houston Transfer & Storage Co.
PHONE 622.
Originators of the Low Cost of
Hauling.
We Give S. & H. Green Trade
Stamps.